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ADEQ Joins Forces with NFL and Arizona Host Committee for “Greenest Ever” Super Bowl

Super Bowl will promote recycling and be carbon-neutral

PHOENIX (Oct. 1) – ADEQ Director Steve Owens announced today that the department is joining forces with the National Football League and the Arizona Super Bowl Host Committee to make Super Bowl XLII the “greenest” Super Bowl ever. Super Bowl XLII will be played on Feb. 3, 2008 in Glendale, Ariz.

Director Owens said the partnership is the first of its kind between the NFL, a host committee and a state environmental protection agency.

“We’re very excited about the unique partnership we have created. ADEQ is working hand in hand with the Arizona Host Committee and the NFL to make this an environmentally friendly and carbon-neutral Super Bowl,” Director Owens said. “We want to make Super Bowl XLII the greenest Super Bowl ever. It will good for Arizona’s economy and good for our environment.”

As part of the joint effort, the NFL will use recyclable materials at the game, as well as in the construction of event structures and venues. The NFL also will recycle leftover material from Super Bowl events like lumber, bricks and decorative fabric and will donate the materials to Valley charities after Super Bowl XLII.

ADEQ will place recycling waste receptacles at various Host Committee activities, including the 100 Day Countdown to Kickoff event in Glendale’s Westgate City Center on Oct. 27. ADEQ also will have booths with information about recycling and other environmental issues at the events and will provide environmentally focused materials for the estimated 10,000 volunteer workers and at the Super Bowl XLII Media Center in downtown Phoenix.

Information about ADEQ’s programs will be featured in the Host Committee’s media guide, event guide and visitors’ guide. Environmental messages will be promoted in various radio, TV and newspaper ads, and the Host Committee will provide weekly environmental tips on its website.

ADEQ and the NFL also will work to make Super Bowl XLII carbon-neutral. The NFL will use low-emissions vehicles, as well as compact fluorescent lighting, to the greatest extent possible to reduce greenhouse gas (GHG) emissions associated with Super Bowl activities. ADEQ and the NFL also will be planting thousands of trees in Arizona to help offset the GHG emissions produced by the events.

“The NFL and the Arizona Host Committee share Governor Napolitano’s commitment to addressing the problem of climate change and reducing greenhouse gas emissions,” Director Owens said. “This is a terrific project.”



News Release

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